

ORDER



KLAS

Orders	Order / Rev:	37565	Primary AE:	Mike Jones
	Alt Order #:	08879624	Sales Office:	K-WAS
	Product Desc:	Issue	Sales Region:	National
	Estimate:	2028		
	Flight Dates:	10/11/12 - 10/20/12		
	Original Date / Rev:	10/10/12 / 10/10/12		
	Order Type:	GENERAL		

Agency	Name:	Waterfront Strategies	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Avenue	Agency Commission:	15%
		Washington, DC 20007		

Advertiser	Name:	House Majority PAC	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PO4	Advertiser External ID:	
	Priority:	LV1	Agency External ID:	
	Revenue Codes:	AGY, POL, ISS		

Bill Plan	Totals						
Start Date	End Date	# Spots	Gross Amount	Net Amount	Rating		
10/01/12	10/19/12	38	\$85,500.00	\$72,675.00	0.00		
			October 2012	38	\$85,500.00	\$72,675.00	0.00
			Totals	38	\$85,500.00	\$72,675.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order			100%
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Order Share	Share	Total
KLAS	30%	\$85,500.00
Market	100%	\$285,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$71,250.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$14,250.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/15/12	10/19/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	2	\$1,400.00	LV1	0.00	NM	2	\$2,800.00
8 NEWS NOW AT 6A															
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating								
Week: 10/15/12		10/21/12		MTWTF--	2	\$1,400.00	0.00								
E 2	8	10/15/12	10/19/12	CBS This Morning	7-9a CM	7-9a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
CBS This Morning															

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